



DEPARTMENT OF THE ARMY
FAMILY AND MORALE, WELFARE AND RECREATION COMMAND
US ARMY INSTALLATION MANAGEMENT COMMAND
4700 KING STREET
ALEXANDRIA VA 22302-44

IMWR-MK

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: FY 09 Centrally-funded Promotions for Installations

1. Reference memorandum, IMWR-BPE, 25 AUG 2008, SAB
2. The U.S. Army Family Morale Welfare and Recreation Command (FMWRC) Marketing Directorate (MK) identified 2009 centrally funded promotions and provided installations an opportunity to sign up for these programs and events. This memorandum serves as confirmation for participation in 2009 programs provided by FMWRC Marketing-Events (MKE) Division.
3. The enclosed matrix contains the list of installations with the number of facilities selected for participation at each garrison. Installation points of contact will be notified by FMWRC Marketing project officers in regard to promotion requirements, rules and specific details.
4. As stated in the initial guidance for participation, criteria used to select the participating locations was based on: installation past performance with promotions; the quality and submission of after action reports; and the ability of the installation to meet the promotion requirements. Facility selection was based on installation submission.
5. Please direct questions regarding specific promotion details to the assigned FMWRC project officers below. Online details can be found at www.mwrpromotions.org. Please note that the timeframe for some of these promotions has shifted. The Wii promotion is pending and notification of participation will be coordinated under separate cover. As additional promotions arise during the year, we will make those known as they become available and post opportunities at www.mwrpromotions.org.

Winter 2009

- Texas Hold'em – Doriann.Fengler@us.army.mil

Spring/Summer 2009

- Bunco – Shirley.Kappa@us.army.mil
- Bowlopolis – Shirley.Kappa@us.army.mil

Summer/Fall 2009

- Operation Rising Star – Kristen.Kea@us.army.mil

SUBJECT: FY 09 Centrally-funded Promotions for Installations

6. Thank you in advance for your support. We look forward to an exciting year ahead.

Encl
as



JARED WILLIAMS
Director, Marketing

DISTRIBUTION:
DIRECTOR:
NORTHEAST REGION (IMNE-MWD)
WEST REGION (IMWE-MWD)
SOUTHEAST REGION (IMSE-MWD)
EUROPE REGION (IMEU-MWD)
PACIFIC REGION (IMPA-MWD)
KOREA REGION (IMKO-MWD)
NATIONAL CAPITAL REGION (IMND-MWD)